

Kentucky Arts Council
Long-range Plan 2001-2003

GOAL 1		
<i>Lifelong Education in the Arts</i>		
	STRATEGY	ACTION
	Improve Communications Networks with Education Community	
		Conduct communications audit to determine most effective means of communicating with education community
		Add School Based Decision Making Committees to C-list
		Add Family Resource Centers and Youth Service Centers to C-list
		Strengthen edu-e-mail bulletin board list and post a bulletin at least once a month
		Include Education articles in every issue of Blue Moon
		Develop series of brochures for each AIE program which includes photos and best practices, to be distributed at the beginning of the school year and again two months before the deadline.
		Continue to publish Roster of Artists on an annual basis for delivery at beginning of school year.
	Link Arts Instruction to Academic Achievement	
		Publish measurable evidence in format conducive to effective advocacy
		Collaborate with other state's PIOs to develop talking points for advocacy based on measurable evidence in their states.
		Promote Governor's Awards recipients in Education to national and statewide education publications and media
	Integrate Arts Across the Curriculum	
		Develop (or find and distribute) a resource directory for lesson plans that infuse the arts into Science, Math, and Social Studies for Primary, Intermediate and Secondary Classes
	Expand Partnership with Galef Institute	
		Produce public relations campaign to highlight advantages of DWoK and AIE programs working together in teaching various learning styles
	Promote KPANs for schools/teachers	
		Develop information sheet to accompany KPAN Directory that speaks specifically to educators.
		Include identifiable Arts and Humanities Education specialists in the directory

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GOAL 2		
<i>Efficient Statewide Delivery of Arts Programs and Services</i>		
	STRATEGY	ACTION
	Explore and implement more effective modes of communication and information sharing/Equitable distribution of information and resources throughout the state	
		Conduct communications audit (internal and external)
		Develop communications plan based on audit findings and incorporate into technology or long range plan
	Every county has a strong arts delivery resource/coordinating agency	
		Identify communication liaisons with lead agencies/organization for each county
		Partner with circuit riders to develop communication tree with those agencies
	Presenter's network is strong and capable of undertaking important delivery initiatives	
		Work in consulting capacity for external communications efforts in statewide initiatives
	All geographic regions are funded proportionately to their population base or other measurement	
		Work on team that establishes measurement criteria to ensure a dynamic database is designed for efficient on-demand publishing
	Forge communication links with and among potential partners and non-traditional venues and organizations	
		Identify these partners and non-traditional venues and include on C-list
	Develop and implement a master technology plan	
		Include relevant findings of communications audit in master technology plan

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	Provide training and support materials that help arts organizations and administrators meet the needs of their constituents	
		Conduct survey to find out what those needs are (part of communications audit?)
	Develop and refine databases	
		Assign database management responsibility (NOT ME, please!)
		Include all communication leads in C-list
		Update C-list to include all e-mail addresses available for Council-wide electronic bulletin board
		Update C-list to include all fax numbers for mass fax messages
	Showcase successful arts organizations and KAC funded programs as role models for others	
		Contract out a quarterly publication that showcases best practices of KAC funded projects with a diversity in geographic, demographic, and program areas included in each issue
		Develop a mechanism for a statewide calendar of KAC funded events on the Web site
		Link Arts Council support to recipients of Governor's Awards in public relations and media materials when applicable
	Develop and strengthen relationships with other state agencies	
		Establish better links with KET Programming staff to highlight artists, schools and organizations that are a part of the Arts Council's delivery system.
		Work with Department of Education in developing support materials for AIE prgrams

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		Lend communications support and product development expertise for Tourism Cabinet's cultural heritage initiatives.
		Include all Public Libraries on the C-list
	Promote programs and services through statewide organizations'	
		Include organization newsletters on the C-list and designate field in data base to ensure they are receiving communications

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GOAL 3		
<i>Artists Living and Working in a Nurturing Environment</i>		
	STRATEGY	ACTION
	Expand and formalize a cultural exchange program	
		Document exchange activities in written, photo, audio, and/or video formats
	Artists know about and utilize existing programs and services	
		Provide promotional materials for individual artists technical assistance activities
		Produce media releases for individual artist program opportunities
		Include individual artist opportunities in every issue of Blue Moon
		Advertise individual artist opportunities and technical assistance in alternative press and media
	KAC has a process to track and evaluate services and impact of services provided to artists	
		Measurements will be used in public relations efforts supporting individual artists programs
	Promote the accomplishments of individual artists	
		Governor's Awards in the Arts
		Fellowship Catalog
		Include short clips of Kentucky artists making national or international recognition in Blue Moon
	Artists have the requisite skills and knowledge necessary for success in their fields	
		Performing Arts Directory
		Develop brochure (or find and distribute) for visual artists on how to jury into shows, slide preparation, etc.
		Develop brochure (or find and distribute) for performing artists on how to produce work samples

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GOAL 4		
<i>Ensuring that the Role of Arts in Society is Valued</i>		
	STRATEGY	ACTION
	The arts are valued more broadly in the media	
		Evaluate press clips and develop means to get more value based coverage. (Could be part of communication audit)
	The arts become a part of local economic development plans/Economic development studies measure the impact of the arts on community well being./Arts are supported through local county and city governments.	
		Develop grant program for local governments to do economic impact studies of the arts.(not me please)
	The arts and crafts are recognized as by Economic Development Cabinet as an industry	
		Support data base that compiles local government studies to supply to Economic development on as needed basis
	Local civic organizations recognize the value of the arts and incorporate the arts in their programming	
		Develop power point presentations for staff or board making presentations at civic organizations
		Promote speakers bureau and provide support materials (KAC publications)
	School-to-work programs include the arts and arts related businesses as careers	
		Develop (or find and distribute) a publication for every job in the arts or applied arts describing the job, the training requirements and illustrated by real people that hold those positions.

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GOAL 5		
<i>Public Policy is Favorable to the Arts in Kentucky</i>		
	STRATEGY	ACTION
	The Foundation progresses as a long-term solution to funding issues	
		Provide public relations support to the Foundation
	The General Assembly is more aware and better informed as to the arts infrastructure	
		Research and develop flow chart/and or publication deliniating total arts funding sources, arts funding distribution and Arts Council in delivery of the arts (maybe a part of biennial report)
		Produce an biennial report before session starts
		Include legislators in Speakers Bureau
	Per capita funding is raised to \$2	
		Supply Arts Kentucky and Citizens for the Arts with statistical information for effective advocacy
		Partner with Arts Kentucky and Citizens for the Arts in developing an advocacy campaign for organizing grassroots support
	Seek higher level of involvement from the Governor's office in Arts Council activities	
		Meet with Governor's Communications office in advance of Governor's Awards to explore strategies for Governor to have a higher profile and increased level of involvement
		Include the Governor in public relations campaigns (if possible) for statewide arts initiatives or events that involve the Arts Council
		Lend support for Governor's events on an as-needed basis (i.e. Derby Breakfast)